

CORPORATE PARTNERSHIP

Proposed Expansion 2011 House of Delegates

A corporate partnership program will increase membership numbers, retention and revenue for the National Association of Health Underwriters.

Building on Current Success

NAHU's corporate partner program has already resulted in more than 500 new members with retention close to 100 percent, and the current program has only been used with corporate partners in excess of 100 members. This program was developed and has been administered solely at the national level as a trial program to test whether it would be effective.

Providing Real Value

Current partners have nothing but rave reviews about the benefits of partnering with NAHU. Although the dues discount helps them justifying spending more with NAHU to their budget arms, they find the most value in other benefits that are provided.

Improving the Program

In expanding access to this program to smaller partners, NAHU can provide most of the services we provide to our larger corporate partners at little additional cost to smaller partners by grouping smaller corporate partners for partner benefits. Dues discounts would be less for smaller partners and co-branding would be limited to larger agencies, but this can be done in a cost-effective manner.

What We Have to Gain

A June survey of NAHU members generated over 2,000 responses, making it clear that many agencies have the potential to participate. From this one survey of agencies where we already have one or more members, we stand to gain 40,000 new members, which doesn't count other firms or partnerships with large firms that have not yet been developed. This means a potential gain in revenue of \$15 million.

The Indianapolis Association of Health Underwriters would like to propose that the NAHU House of Delegates adopt a Corporate Partnership dues structure. The structure would be based on the number of employees who are members and on the list-bill membership dues payment mechanism. The corporate partnership is designed to encourage agencies and carriers to have multiple members within NAHU.

While this does not require a bylaws amendment, it does require agreement by the House of Delegates to allow flexibility in our dues structure for Corporate Partners. This is not a new membership category but simply a variation in dues payment.

Partner Benefits

- Saves over individual membership rates
- Streamlined billing process
- Quarterly legislative update web-seminar
- Preferred scheduling for speakers
- Special web-based programming for account managers and customer service reps
- Exclusive discounts on educational offerings
- Unlimited access to members-only information on NAHU website
- Co-branded Washington Update



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